

FIGURE ESTATEMENT

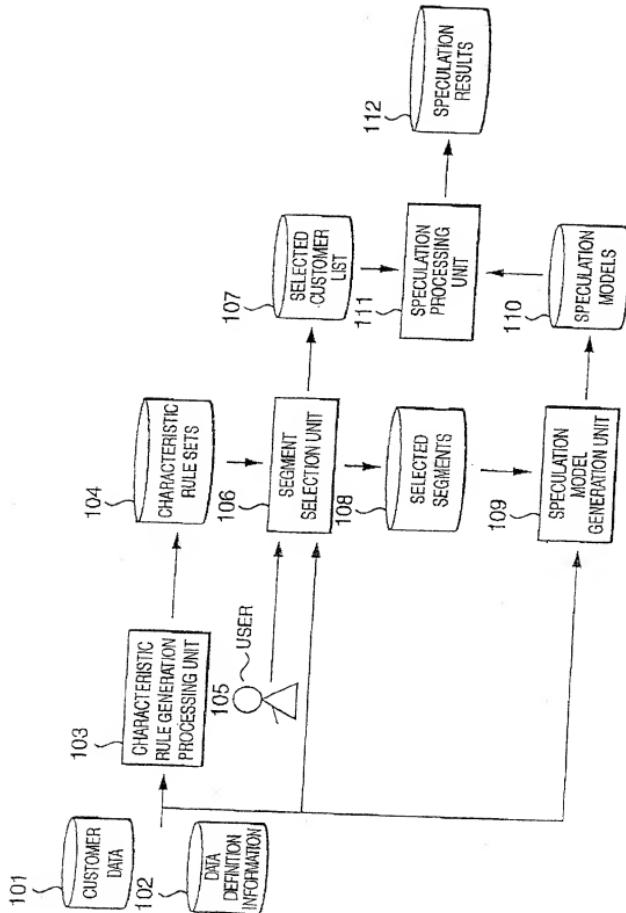


FIG. 1

10016193 - 121201

MONTH	CUSTOMER ID	GENDER	AGE	• • •	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	• • •	32,000	0
	00002	F	22	• • •	35,000	1
	00003	M	31	• • •	27,000	0
	•	•	•	•	•	•
	•	•	•	•	•	•
	•	•	•	•	•	•
	•	•	•	•	•	•
4	00001	M	27	• • •	34,000	
	00002	F	22	• • •	38,000	
	00003	M	31	• • •	28,000	
	•	•	•	•	•	•
	•	•	•	•	•	•
	•	•	•	•	•	•
	•	•	•	•	•	•
5	00001	M	27	• • •	36,000	
	00003	M	31	• • •	29,000	
	•	•	•	•	•	•
	•	•	•	•	•	•

FIG.2

10016193-124201

[USED DATA]
MARCH
[RULE GENERATION ITEMS]
CONDITION ITEMS :
GENDER, AGE, PROFIT AMOUNT,
PRODUCT MODEL, RESIDENCE
CONCLUSION ITEMS : CANCELLATION STATUS
[LAYER]
GENDER :
MALE
FEMALE
AGE :
UNDER 20 : AGE < 20
20~24 : 19 < AGE < 25
25~29 : 24 < AGE < 30
30~34 : 29 < AGE < 35
OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4

160116193 - 121201

PROFIT AMOUNT OVER \$400
 \$300 - \$400
 \$200 - \$300
 \$100 - \$200
 \$0 - \$50
 LESS THAN \$0

ANALYSIS ITEM	CANCELLATION %	PROFIT AMOUNT	ALL	RETAIL STORE	ALL
GENDER			DRILL DOWN		
AGE		MALE	FEMALE	UNKNOWN	
UNDER 19		7	13	3	
20~24		11	27	4	
25~34		9	8	2	
35~44		6	5	1	
OVER 45		2	1	0	

FIG.5

ANALYSIS ITEM	CANCELLATION %	PROFIT AMOUNT	\$300 - \$400	RETAIL STORE	ALL
GENDER		MALE	FEMALE	UNKNOWN	
AGE					
UNDER 19		7	15	4	
20~24		16	24	6	
25~34		9	9	SELECT CUSTOMER LIST	
35~44		8	3	GENERATE SPECULATION MODEL	
OVER 45		3	2	SPECULATE	

FIG.6

10516193 - 121201

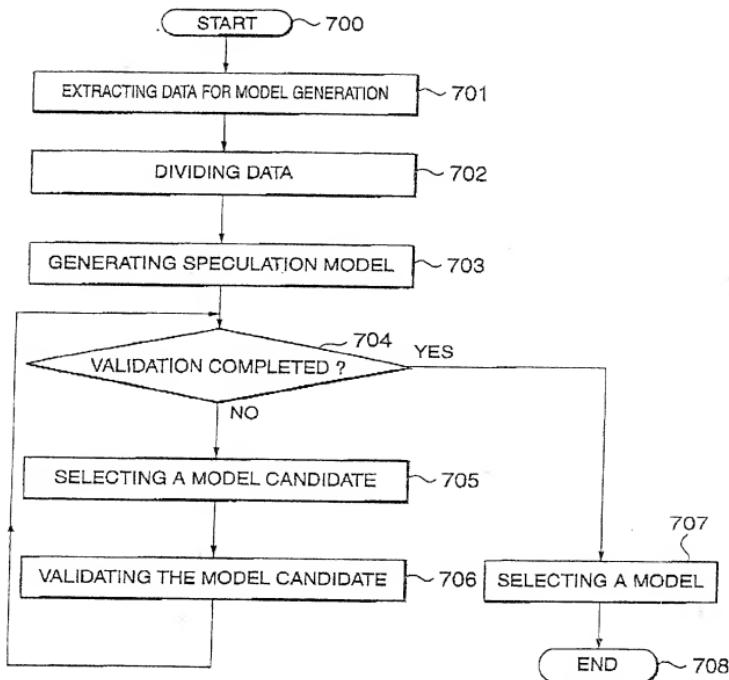


FIG.7

10016193, 12/12/01

AGE

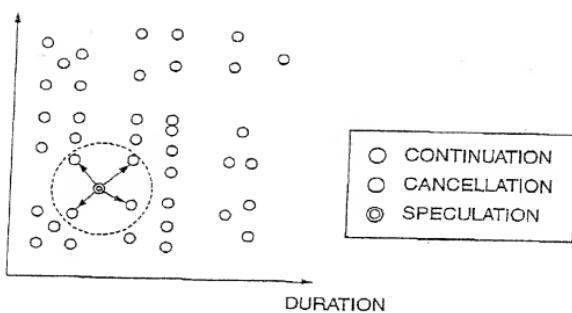


FIG.8

10016193 - 121201

[DATA]
MARCH
[RULE GENERATION ITEMS]
CONDITION ITEMS : OCCUPATION, PROFIT AMOUNT,
CANCELLATION, RESIDENCE
CONCLUSION ITEMS :

[SEGMENT CONDITIONS]
AGE = 20~24 & GENDER = FEMALE
& PROFIT AMOUNT = \$300 - \$400

FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	...
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT = \$300 - \$400	21	\$320	...
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT = \$300 - \$400	22	\$350	...
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT = \$300 - \$400	20	\$330	...
...					

FIG.10

10016193 - 121201

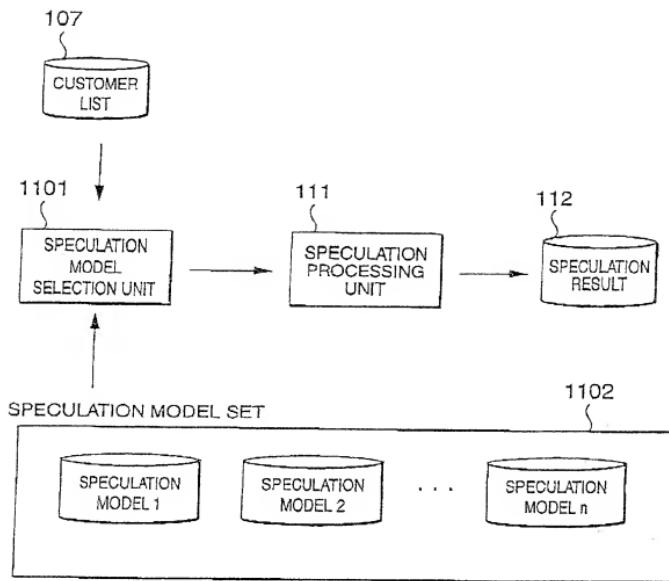


FIG.11

FIGURE - ESTIMATOR

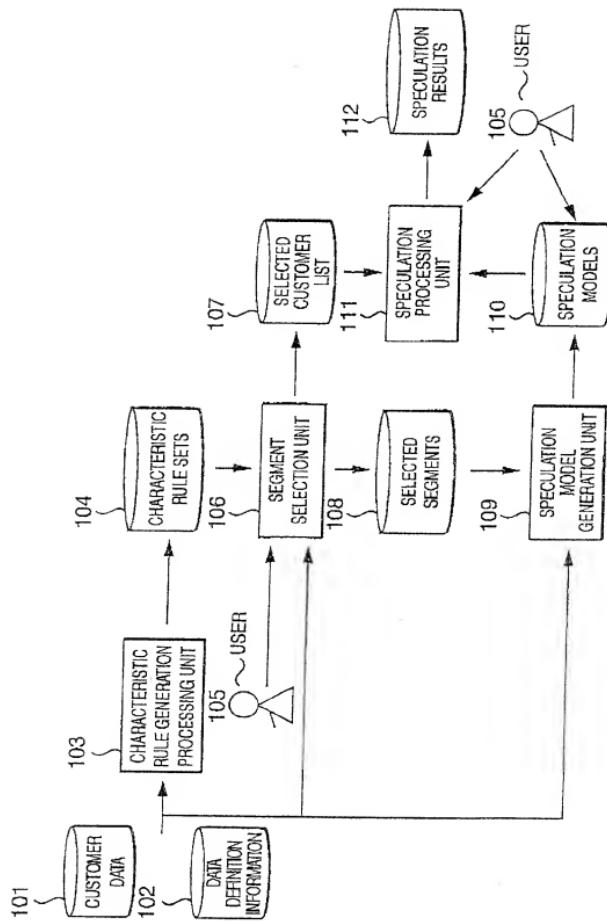


FIG.12